

Interreg
Europe



Co-funded by
the European Union

TOURBO



Kvaliteta
Podravine



PORA
Regionalna razvojna agencija
Koprivničko-križevačke županije

Label "Quality Podravina"

PRESENTER:

Martin Mahović

**Head of the Department for Economy, Finance and
Development projects in City of Đurđevac**

**Interregional workshop and study visit in
Lapland, Finland 10th April 2024 |
Rovaniemi**

Interreg
EuropeCo-funded by
the European Union

TOURBO



PORA

Regionalna razvojna agencija
Koprivničko-krizevačke županije

Main characteristics

„**Quality Podravina**” is a regional label for promoting high-quality, traditional (green), sustainable agricultural & food products from MSMEs in Podravina (area includes 3 cities and 25 municipalities):

- The label is registered at the State Institute for Intellectual Property of the Republic of Croatia as a guarantee mark owned by the town of Đurđevac, obtained for 10 years, which protects the visual mark of domestic (green) products in the area of Podravina;
- The cost for obtaining the label for the City of Đurđevac was 14,101 EUR;
- Label is free of charge for MSMEs and family farms for the production of food and agricultural products to protect, preserve, and increase the value of the products, raise the level of quality, sustainability, promotion, and sale of the products on the market from the **category: wine and fruit wines, brandies and liqueurs, honey and bee products, fruit and vegetable products, milk and dairy products, meat products, cakes, industrial hemp products, and cereal products;**
- In the Ordinance on marking products with the „Quality Podravina” conditions, procedures, method of awarding, and monitoring of the use of the mark are prescribed.



Public Call for Awarding the Label Quality Podravina

City of Đurđevac announced a Public Call for MSMEs and family farms to apply their products for label "Quality Podravina" and enable them to place their domestic (green) products - open since 2018 and it is still ongoing.

The Administrative Department for Economy, Finance and Development projects of the City of Đurđevac carries out all administrative tasks related to the process of awarding and monitoring the use of the Mark. The Mayor of the City of Đurđevac appoints the Committee for the Awarding of Labels, which consists of 3 members.

Main criteria for awarding the mark:

- producers have to be from the area of Podravina;
- raw materials for the production of the products must come from the Podravina area, it is also possible to use raw materials produced in other parts of Croatia, if there is no quality supply of the necessary raw materials in the area of Podravina;
- products must fulfill the legal regulations on production and quality for the product category in which they are found, environmental and consumer protection which ensures a higher level of quality than legally prescribed and usually required and expected by consumers;
- products can be created with modern technology but from traditional raw materials and using a traditional recipe or they can be produced with a modern recipe but from traditional products or in a traditional way (depending on MSME).

Interreg
EuropeCo-funded by
the European Union

TOURBO

Kvaliteta
Podravine

Results and Impacts

Label "Quality Podravina" has been given to 34 MSMEs (part of them are eco producers) and new ones are in the process of evaluation. Label has been given for more than 100 products produced in area of Podravina.

Inspired by the creation of label and better promotion of products from Podravina, in 2022 Podravinoteka was opened, a store where all products bearing this label are located and have free rental of space in the store for their products which is a big opportunity for regional MSMEs and family farms.

This example of good practice is certainly transferable to other territories, as it is a successful example of public and private sector cooperation that helps the development of MSMEs and family farms at the regional level. This can contribute to increasing incomes and develop new and sustainable agro-food products as well as maintaining traditions, a need shared by different regions across Europe.

The criteria used by Đurđevac (i.e. register and localisation of the economic activities, origin of the raw materials, legal regulations on production and quality in terms of environmental protection or consumer protection; tradition, etc.) can inspire other regions to implement similar processes, learning from and adapting this good practice.

Interreg
Europe



Co-funded by
the European Union

TOURBO



Kvaliteta
Podravine



PORA

Regionalna razvojna agencija
Koprivničko-krizevačke županije



https://www.facebook.com/profile.php?id=100086778819731&_rdc=1&_rdr

<https://www.instagram.com/podravnoteka/>

Interreg
Europe



Co-funded by
the European Union

TOURBO



Kvaliteta
Podravine



Interreg
Europe



Co-funded by
the European Union

TOURBO



Kvaliteta
Podravine



Thank you for your attention!

City of Đurđevac

Ulica Stjepana Radić 1

48350 Đurđevac

Hrvatska

Tel.: +385 48 811 052

E-mail: martin.mahovic@djurdjevac.hr

Web: <https://djurdjevac.hr/>